

## CURRICULUM VITAE

### **Ratankumar S.Singh**

Director - Digital Marketing

Experience: 16+ years

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Proactive Digital Marketing professional with 16 + years of experience in Digital Marketing & Campaign Management, **SEO, SEM, SMM, CRM, Paid Media**, and Brand Marketing in various industries in Education, Gaming, Finance, Hospitality, Restaurants, Telecommunications, Banking, Travel & Tourism, Subscriptions etc. Core competency in setting up campaigns and management - Email, Display, PPC, SEM, Affiliate, and Social. Worked with Top clients like ADT, Sony, HBO, Datalot, Amex, Discovery, Romantic Home, Victorian Home, Diesel World, American Survival Guide, and many more in AU, BEL, DK, US & UK. Experienced with world-class tools like **GoogleAds, Facebook, Simplifi, DCM, HubSpot, VerticalResponse, Zeta Mail, XL, TheTradeDesk, Ahrefs, SemRush, Screaming Frog, etc.**, to cater to the client's needs. I aim to associate with a growth-oriented enterprise and strive to achieve the organization's goals through diligent hard work, where my knowledge can be shared and enriched optimally. A team player with strong analytical and problem-solving capability. Innovative with quick learning ability and excellent technical, communication, and presentation skills.

### **Director of Digital Marketing**

Magicmind Technologies Limited, Kolkata

Period: Jan 2024 - Till Date

Responsibilities:

- Develop and implement comprehensive marketing campaigns across various channels, including SEM, SMM, Affiliate, Email, Display, and programmatic advertising.
- Collaborate with the inside sales and Business Development team to ensure marketing strategies align with company growth and revenue goals.
- Strategies resource allocation to optimize ROI, utilizing SEO, SEO friendly content marketing, PPC, and other relevant tactics.
- Conduct competitive research to ensure our marketing efforts align with company objectives and market trends.
- Test marketing tactics within budget constraints and forecast potential qualified Marketing Qualified Leads (MQLs), adjusting strategies to meet targets.
- Work closely with the internal other departments and clients to determine new business opportunities, up-scaling, and cross-selling opportunities.

- Draw the roadmap to start all the Organic and Paid Media activities to align the company growth.

### **Manager – General Manager - Digital Marketing (Organic & Paid)**

Brand Muscle, Noida

Period: Jan 2020 - Dec 2023

Responsibilities:

- Strategic planning and implementation, including mapping out a marketing strategy and then driving that strategy through testing and metrics.
- Set up paid media campaigns like Google Paid Search, social media, programmatic display, and DOOH campaign, and monitor for better performance.
- Analyzed ROAS for all paid media campaigns, worked on optimization and improvement, and ensured greater ROI.
- Regularly communicated progress updates and comprehensive reports to the executive leadership team, highlighting accomplishments, addressing challenges, and identifying opportunities for business growth.
- Provides support and execution for trafficking digital paid media campaign and lead SEO project.
- Maintaining ongoing communication around marketing programs and campaign performance with clients and collecting their feedback for program growth.
- Performance optimization through A/B testing and client reporting on taking steps for improvisation.
- Collaborating internally to grow and develop marketing programs.
- Lead and execute comprehensive SEO strategies for the company, resulting in a 30% increase in organic traffic within the first six months.
- Conducted in-depth keyword research, competitor analysis, and market trends to identify opportunities for optimization.
- Collaborated with cross-functional teams, including content creators, web developers, and marketing teams, to implement on-page and off-page SEO best practices.
- Utilized SEO tools such as Search Console, Google Analytic, SEMrush, and Ah-refs to analyze performance metrics and provide actionable insights for continuous improvement.
- Managed and mentored a team of SEO, and Paid Media specialists, ensuring alignment with overall business goals and objectives.

### **Assistant Manager - Digital Marketing**

EGA Formerly ELI India, Faridabad

Period: Oct 2017 - Dec 2019

Responsibilities:

- Identify trends and insights and optimize spend and performance based on the insights.
- QC and Testing of campaigns to ensure the integrity of links, content, and optimization for all devices and browsers wherever necessary.

- To efficiently support clients and build and maintain relationships with various departments, such as Product and Creative, Analytic, and Client Support.
- Proactively worked with clients and helped them to achieve more significant ROI by optimizing the campaigns.
- Maintaining a smooth flow of deliverable for email campaigns and helping clients in the procurement of Return Path and Sender Score Certification.
- Contributed to keeping thrilled clients by understanding and meeting their expectations
- Led a team of SEO specialists in executing on-page and off-page optimization strategies for diverse clients
- Developed and implemented a comprehensive SEO strategy that led to an increase in organic search traffic
- Conducted regular SEO audits to identify technical issues, provided actionable recommendations, and ensured timely implementation for clients across various industries.
- Developed and executed successful local SEO strategies, optimizing Google My Business profiles and local citations for clients with a brick-and-mortar presence.
- Implemented structured data markup and schema to enhance search engine visibility and improve click-through rates on search engine results pages (SERPs).
- Conducted A/B testing on meta titles, meta descriptions, and other on-page elements to improve click-through rates and user engagement.
- Monitored and reported on key performance indicators, including organic traffic, keyword rankings, and conversion rates, ensuring clients were informed of progress and opportunities.
- Stayed current with industry trends and algorithm updates, adjusting strategies accordingly and providing ongoing training to the team.

### **Team Lead, Marketing Services**

Fishbowl, Noida

Period: Dec 2016 - Oct 2017

Responsibilities:

- Partner with marketing consultants and delivery partners to understand client/project goals and maintain client asset files for ongoing and project-based client contracts.
- Provide monthly reports to consultants, informing them of trends, successes, and overall program and client campaign health.
- To efficiently support clients, build and maintain relationships with various Fishbowl departments, such as Product and Creative, Analytic, and Client Support.
- Data segmentation and re-targeting of the abandoned user to regain
- POS monitoring and escalation.
- Responsible for driving NEW customer acquisitions & enriching ad content on the website by running targeted campaigns to reach the right audience. Managed campaign management platform and increased subscriber database.
- Qualitative analysis of the creative, such as following the CAN-Spam Act, checking spam words, etc.

- Using Analytic tools for insights data/traffic and knowing customer behavior
- Campaign planning, development, and on-time execution, keeping the client's expectations and requirements.
- Collaborate with cross-functional teams, including content creators, web developers, and marketing teams, to ensure seamless execution of integrated digital strategies.
- Conduct performance evaluations and provide constructive feedback to team members to foster professional growth and development.
- Executed advanced on-page and off-page optimization strategies
- Led the implementation of technical SEO initiatives, including website audits, site restructuring, and mobile optimization, contributing to improved site performance.
- Conducted regular performance analysis using tools such as Google Analytic, SEMrush, and Ah-refs, providing actionable insights to enhance campaign effectiveness.

### **Team Lead, Digital Marketing**

Aptroid Technologies, Hyderabad

Period: Jan 2015 - Nov 2016

Responsibilities:

- Develop and implement data-driven marketing campaigns across various channels, resulting in a 25% average increase in client ROI.
- Collaborate with clients to understand business objectives, provide strategic recommendations, and ensure alignment with overall marketing goals.
- Conduct training sessions on emerging digital marketing trends, tools, and platforms to enhance team capabilities.
- Utilize marketing analytics tools such as Google Analytics, HubSpot, and social media analytics to measure and report on campaign performance.
- Foster a collaborative and innovative team culture, encouraging creativity and cross-functional cooperation.
- Developed and executed comprehensive digital marketing strategies, including SEO, SEM, email marketing, and social media campaigns.
- Managed and optimized PPC campaigns on platforms like Google Ads and Facebook Ads.
- Conducted market research and competitor analysis to identify opportunities for innovation and improvement.
- Implemented marketing automation work flows to nurture leads and streamline internal processes.

### **Sr. Specialist, Digital Marketing**

Zeta Global, Hyderabad

Period: Aug 2010 - Dec 2014

Responsibilities:

- Develops digital marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.
- Design and oversee all aspects of our digital marketing department, including our marketing database, email, and display advertising campaigns.
- Develop QA check list, QA the campaigns, guide the team for faster approval from client. Monitor the performance of the campaigns.
- Driving traffic and engagement that translates to sales and brand promotion.
- Coordinate with advertising and media experts to improve marketing results.
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Work with your team to brainstorm new and innovative growth strategies.
- Designed and managed paid media campaigns on Facebook, Instagram, Google, Linked-In, etc.
- Administrative setup from ad account build-outs, social media page management, pixel integration, etc. - working with the client to ensure we collect all necessary assets at the time of on boarding.
- Produce weekly, monthly, and quarterly reports on organic social results on platforms such as Facebook, Instagram, Linked-In, YouTube, and others.

#### **Clients Handled:**

- Allstate
- Deltaco
- Husqvarna
- USC
- Martha
- ADT
- Union Bank
- American Express
- AT&T
- T-Mobile
- Quaker Oats
- Blaze
- Bob Cat
- Flex Publishing
- Sony
- Net-Geo
- Romantic Homes
- Cabinetwork's
- Drag Racer
- Diesel World
- American Family Ins

#### **International Exposure:**

Represented the organization in Affiliate World Dubai 2024

**Expertise:**

- CPA, CPM, CPC, CPL, CPI, eCPM, CPV, CPS, etc.
- Data Segmentation
- Data Analytics & Reporting
- Database Management
- Location Based Targeting
- Strategy Planning, analysis, & Execution for SEM, SMM, & Paid campaigns
- Competitor Analysis and recommendations
- Google search console and analytics
- Tools used: SEMrush, Arefs, Screaming Frog
- Strategies for content development
- Driving organic growth
- Account and Team Management
- Marketing Automation CRM
- Campaign Optimization and pacing customization
- Media Planning and forecasting
- Campaign Management (SEO, SMM, SEM, and Paid Media)

**Certification:**

- Strategic Thinking
- HTML, JavaScript, CSS.
- Google Analytic Certified (Google)
- Campaign Manager (Google)
- Semrush
- Email Marketing Certified (Hub Spot)
- Content Marketing Certified (Hub Spot)
- Inbound Marketing Certified (Hub Spot)
- GDPR (Linked In)
- Double Verify Tag Generator certification.
- Simplifi both initial and advance sales training
- Certified TheTradeDesk – Practitioner, Connected TV and Professional
- Google Measurement, Google ads Certified (Google)

**Caring About The Causes:**

- Woman Education
- Civil Rights and Social Action
- Poverty Alleviation

**Educational Attainment:**

- Master of Business Administration (MBA)
- Bachelor of Computer Science (BCA), with distinction from P.G. College of Science, Osmania University, Hyderabad, 2006-09

**Personal Details:**

- Father Name: S. Ibothoi Singh
- DOB: 1<sup>st</sup> March 1984
- Marital Status: Married
- Nationality: Indian
- Languages Known: English, Hindi, Manipuri
- Hometown: Manipur

**Declaration:**

- At this moment, I solemnly declare that the above-furnished particulars are accurate to the best of my knowledge and belief.